

DATE: 11/1/96

TO: S/R'S 122209, 122208, 122205, 113108, 113106, 113103,
(AND ALL MANAGERS)
FROM: JIM MALLARDI
ACCOUNT MANAGER
SUBJECT: MOBIL OIL

AFTER RECEIVING FEEDBACK FROM BOTH RJR SALES, AND MOBIL PERSONNEL CONCERNING THE NSS PLAN-O-GRAMS FOR THE MOBIL LOCATIONS ALONG THE CONNECTICUT PARKWAYS, A THIRD NSS PLAN-O-GRAM HAS BEEN APPROVED BY BOTH RJR AND MOBIL SUPERVISOR, HEIDI M. McCLUSKEY. THE ATTACHED PLAN-O-GRAM CAN BE IMPLEMENTED IF YOU ENCOUNTER ANY CONCERNS / PROBLEMS FROM MOBIL PERSONNEL REGARDING THE LACK OF SPACE ON THE BACK COUNTERS DUE TO RJR SYSTEM 3 DISPLAY. THIS IS JUST ANOTHER OPTION / TOOL YOU CAN USE TO HELP MAINTAIN RJR DISPLAYS AND CONTRACTS IN THESE HEAVY TRAFFIC LOCATIONS.

I WOULD LIKE TO THANK EVERYONE INVOLVED IN THE IMPLEMENTATION OF THE RJR CONTRACTS IN THESE MOBIL LOCATIONS FOR THE TIMELY AND PROFESSIONAL MANNER IT WAS HANDLED. JOB WELL DONE!!

DURING A RECENT STORE SURVEY I CONDUCTED ON SOME OF THE MOBIL LOCATIONS, I HAVE NOTICED OUR PERMANENT DISPLAYS ARE BECOMING A PACKAGE MERCHANDISER RATHER THEN A DISPLAY FOR OUR PRIORITY BRANDS. IN LOCATIONS WHERE THE DISPLAYS HAVE BEEN BRAND TAGGED, THE DISPLAYS WERE BETTER MAINTAINED. SINCE THIS PROGRAM IS NEW TO THESE MOBIL LOCATIONS, I FEEL IT WOULD BE A BIG HELP IF ALL OUR DISPLAYS COULD BE BRAND TAGGED DURING YOUR NEXT VISIT TO YOUR RESPECTIVE LOCATIONS. THIS WOULD BE A GOOD OPPORTUNITY TO REVIEW WITH MOBIL PERSONNEL THEIR RESPONSIBILITY TO MAINTAIN OUR DISPLAYS. TO REINFORCE THIS I WILL ALSO REVIEW THIS POLICY / REQUIREMENT WITH MOBIL SUPERVISOR HEIDI M. McCLUSKEY.

TO DATE NO DECISION HAS BEEN MADE CONCERNING THE DISPLAYS IN THE SELF SERVICE LOCATIONS. PLEASE CONTINUE TO REPORT THESE CONTRACTS IN COMPLIANCE AS LONG AS ALL OUR DISPLAYS ARE UP, SELF SERVICE OR NON SELF SERVICE POSITION. (EXCEPT ANY LOCATIONS THAT DID NOT ALLOW YOU TO IMPLEMENT THE CONTRACTS DURING THE ORIGIN INSTALLATION PERIOD). I WILL NOTIFY YOU AS SOON AS I HEAR OF A DECISION.

IF YOU HAVE ANY QUESTIONS OR CONCERNS REGARDING THE MOBIL LOCATION ALONG THE CONNECTICUT PARKWAYS PLEASE VOICE MAIL JIM MALLARDI AT 60437.

THANK YOU

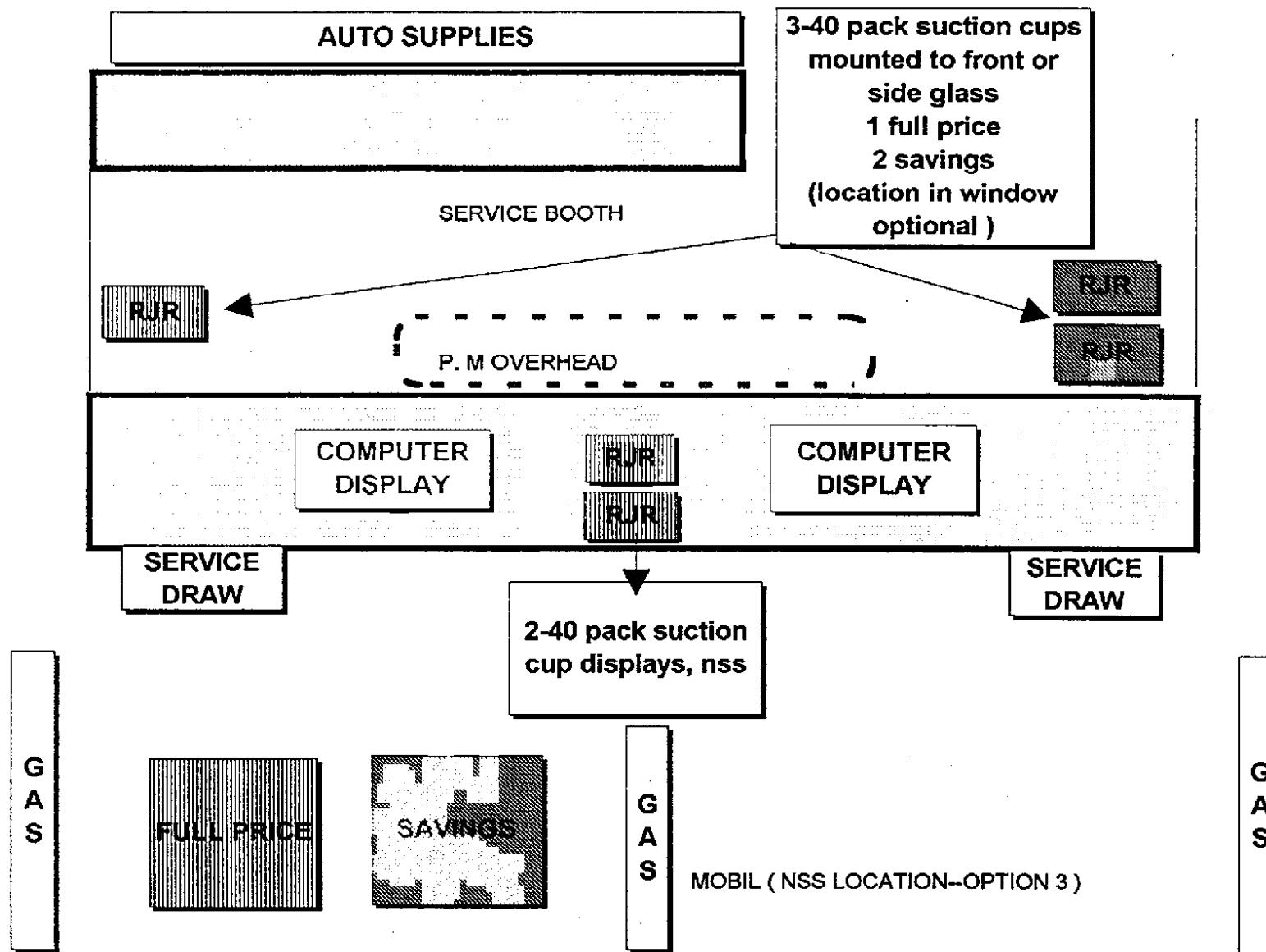
JIM MALLARDI

Sales	Retail
1221 2, 3, 4	1222 20, 21, 22, 24
1222 14, 16, 19	1223 21, 23, 26, 28
1223 3, 7	1226 25, 26, 28, 29
1224 5, 7, 10	1229 30
1225	ROM
1226 6, 7, 13, 14	
1229 10	
1240	
1244	RSM RBM

PC SC
MC PA

51853 2797

C-Store Plan-O-Gram



51853 2798

Authorized by: _____ Date: _____